

THE RICHEST FINDS IN ALL OF COHEN'S MERCHANTISING.

The most intelligent governing of trade is thrown into utter confusion by most remarkable happenings. The institution of economy for the people of Richmond makes dollars out of dimes, glory out of failures, profits out of wrecks. The carefully saved up cash capital piles up merchandise by the car-load and appeals to your perception of the values as offered with convincing proof that THERE IS BUT ONE COHEN'S STORE IN THE STATE OF VIRGINIA, and few, if any, in all America. One hundred and sixty extra employees are added to help

THE SALE OF THIS GREAT PRICE ACHIEVEMENT

making in a between five and six hundred willing



A Store of Kid Gloves.

"One fool makes many." One failure contaminates and affects the prices in all the market.

TO SELL OR TO KEEP ON HAND?

Kid gloves do not keep beyond the season they are made for. Our Kid Glove house was forced into the market and values lost their footing by more than half their cost to import. All sizes and the best, with sizes correct. Not a trick in this store, or it would be closed.

98c. Kid Gloves for 42c.
\$1.25 Kid Gloves for 55c.
\$1.35 Kid Gloves for 75c.
\$1.50 Kid Gloves for \$1.

THE FENCE ON SILK PRICES IS BROKEN DOWN.

You will hear this piece of news as coming from Cohen's. Thousands of yards with economical prices changed to half gifts for the very newest, and nicest that were this season's fashion.

6c. quality Fancy Printed Jap. Fou-

lards, in varied designs and beautiful colorings, for 2c. yard.

Extra heavy \$1 quality Rustling Glace, in all the new colorings, ruddy Red, Nasturtium, Mauve, Violet Blue, Green, and White, the preferred colors for 2c. yard.

Louis XV. Colored Plaids, in the newest novelty effects, for 3c. yard.

Summer Wash Silks, with small emroidered figures, for 2c. yard; the next 4c. yard.

Broken Plaid Taffetas, in 7 different colorings, for 2c. yard; would be cheap at 5c. yard.

Bon-Ton Linen Taffetas, 20 inches wide, for 1c. yard, in 20 different shadings, Mousseline de Soie, in new, delicate colors, with fancy figures, for 3c. a yard.

Black Directorie Satin Figures, Armure, 20 inches wide, for 3c. yard.

All-Pure Small Figured Black Taffeta, for shirt-waists, for 3c. 20c.; with 3c. yard.

Nubian Black Silk Whip-Cord, an extra good value, for 9c. yard, 23 inches wide; it's 3c. quality.

Mirro Moire Velour, satin stripe, wave designs, for 8c. yard; cost \$1.50 to import.

Black Crepe de Paris, a beautiful mourning fabric, worth \$1.35 yard, for 3c. yard.

Oriental Black China Foulards for 3c. yard.

Black Mervelleux, a beautiful soft silk, for 5c. yard; would be cheap at 8c. yard.

21-inch Double-Ware Black Surah Silk, 6c. quality, for 3c. yard.

Black Double and Triple Sewing-Silk

Brilliants, 3c. yard.

4c.-inch-wide Bavader Brocade, Iron-Framed Black Grenadine, usual \$1.50 quality, for 5c. yard.

8c. White French Organdies, very sheer and fine, worth 2c., for 1c. 2c. a yard; and 2c. a yard, for 1c. 2c. a yard; the 3c. grade, here 1c.

Black Peau de Soie, \$1.19 grade, for 75c. yard.

Black Satin Altezzo, in a rich, lustrous effect, used for separate skirts, for 6c. yard; worth 3c. yard.

27-inches-wide Black Satin Duchess, 22 heavy quality, for 8c. yard.

18c. Black Embroidered Armure, 21 inches wide, for 4c. yard.

FROM 9 TO 9c.

Black All-Silk Merveilleux, with some satin sheen, a magnificent quality, worth 8c., for 3c. yard.

THE COTTON GOODS NEWS

will run higher Monday than sight can carry in a single day. The surprises are calculated to awake even the always sleepy folks. The newest and most wanted things as no one has ever dreamed they could be sold:

6c. Fine French Organdies, in this sea- son's newest effects, for 2c. a yard.

6c. Fine French Organdie, in all the new designs, for 1c.

2c. Organdies, in illuminated plaid and floral effects, for 12c.-2c. a yard.

Real Scotch Dimities, in this season's new "get-ups," for 1c.-3c.; 16c.-2c. quality.

Solid Colored Organdies, in all colors, including Black, for 9c.-3c.

FROM 9 TO 9c.

4c. Bleached Cotton, equal to Androscoggin, it's heavy round thread, free from creases, and "wear equal to wear" made, 2c.-3c. yard.

21c. Dark Gingham, in this sea- son's newest effects, for 7c.-4c.

FROM 10 TO 10 O'CLOCK—

10c. Extra-Heavy Unbleached Sheetings, as good as 2c. buys, for 6c.-1c. a yard.

ALL DAY—

15c. Star Madras, in all the novelty designs, 25 inches wide, pretty for shirt-waists, etc.; cost 18c.-2c. usually.

All of our 12c.-2c. Percales, full yard wide, in all of Cohen's new designs, and most wanted effects, plaids, striped, and dainties, 5c.-4c. a yard.

1c. Apron Ginghams, all rich, clear effects, 2c.-4c. a yard.

2c. and 12c.-2c. Yarn Black Henrietta Plaid Ginghams, for 5c.-4c. a yard.

Light Crash Suitings, for golf and cycling costumes, heavy, clinging material, 2c. quality, for 9c.-2c.

FROM 11:30 TO 12 O'CLOCK—

Sc. Madras Dress Ginghams, in combination with solid effects, for 1c.-2c. a yard.

ALL DAY—

20c. Yards Pure Irish Dress LINENs, as sheer and fine as can be worn, in all the new emboidered effects, full yard wide, cost 2c. usually, for 1c. a yard.

Best grade of Shirting Prints, in heat, bright effects, for 2c.-4c. a yard.

4c. French Percales, in pretty, stylish effects, 12c.-2c. grades, for 3c.-4c. a yard.

Extra Heavy Fine Brown Cotton, good washer, just the thing for family use, for 1c.-3c. a yard.

ON SALE AT 10 O'CLOCK—

For one hour will be sold—

Real Marseilles Bedspreads, extra-large and heavy embroidered designs, worth \$1.25 each—limit one to a buyer.

FROM 12:30 TO 1 O'CLOCK—
6c. Light Shirting Prints, best make for 1c.-3c. a yard.

ALL DAY—

Utile Bleached Sheetings, 19c. for 16c.-2c. a yard.

1c. Bleached Sheetings, one of the best grades, for 10c.-2c. a yard.

Imported Scotch Madras, new, stylish effects, 8c.-3c.

Imported Lace Grenadines, in handsome floral effects, fine pieces, perfect goods, 12c.-1c. grades, for 4c.-4c.

FROM 2:30 TO 10 O'CLOCK—

1c. Piece of Apron Ginghams for 11c.-2c. a yard.

ALL DAY—

4c. Bleached Lonsdale Cambric for 6c.-4c.

Sc. Fine Bleached Cambric for 27c.-8c. a yard.

HUNDREDS OF SHEETS AND PILLOW CASES.

hemstitched and plain ones, came too late to be put in this advertisement, but they are to be sold quick.

MONDAY'S STORY OF LINING IS AMAZING.

The transaction for this sale masters the impossible. These prices are for the finest grade of Linings. We hold none in reserve of these many thousand yards, but will sell them at retail only:

2,000 yards of full yard-wide "Fancy Percaline, for making or lining skirts," made to retail for 3c. a yard, for the newest and most desired effects.

1,000 yards best quality Soft-Finish Percaline Black only, full 36 inches wide, manufactured for 25c. a yard, for 7c.-12c. 4c. Percalines for 5c. a yard, Best 10c. Gray jeans for 4c. a yard, Best 12c. All-Linen Canvas, 50.

The regular 12c.-2c. Fancy Figured Sheets, 50 yards best quality Soft-Finish Percaline, made to sell for 1c. a yard, for 1c. a yard.

36c. Roman-Stripe Percalines for 3c.-4c. a yard.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

A whole warehouse is filled; all the counters and shelves are loaded. All the prices you have known in the past are but erroneous teachings in the face of these new ones. It will be like a Monday of gifts. Starting at 9 o'clock, the transaction for this sale masters the impossible. These prices are for the finest grade of Linings. We hold none in reserve of these many thousand yards, but will sell them at retail only:

2,000 yards of full yard-wide "Fancy Percaline, for making or lining skirts," made to retail for 3c. a yard, for the newest and most desired effects.

1,000 yards best quality Soft-Finish Percaline Black only, full 36 inches wide, manufactured for 25c. a yard, for 7c.-12c. 4c. Percalines for 5c. a yard, Best 10c. Gray jeans for 4c. a yard, Best 12c. All-Linen Canvas, 50.

The regular 12c.-2c. Fancy Figured Sheets, 50 yards best quality Soft-Finish Percaline, made to sell for 1c. a yard, for 1c. a yard.

36c. Roman-Stripe Percalines for 3c.-4c. a yard.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas, ready for use, enough for 2c. yards, best, 20 and 2c. Heavy Quality Linen for 12c.-2c. yard.

YOUR FINE WHITE GOODS FOR ALL THE SUMMER.

Cotton Canvas